

Sample Memo to participating merchants



VILLAGE OF WILMETTE

1200 WILMETTE AVENUE
WILMETTE, ILLINOIS 60091

OFFICE OF THE
YOUTH COMMISSION

847-853-7608
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DATE: May 22, 2008

TO: Tom Grisamore
Wilmette Park District

FR: Ann Hughes, Commissioner Chair

RE: 2008 Summer Bike Helmet Safety Award Program – **Program Implementation**

Thank you very much for agreeing to participate in the 2008 Summer Bike Helmet Safety Program at both Centennial Pool and Gillson Park. The response among Wilmette merchants has been very positive, with a total of sixteen area merchants participating. We look forward to an exciting program this summer!

Summarized below is important information regarding the implementation of the program:

- Coupon distribution – A total of 2,000 coupons will be distributed by Wilmette Police officers to kids “caught” wearing their bike safety helmet. Distribution will begin in mid-May and continue into the summer until all the coupons have been distributed.
- Coupon recognition– Please keep the attached mock-up of this summer’s coupon at your register to assist cashiers with redemption. Each coupon must be turned in to you at the time of redemption (to avoid multiple redemptions).
- Monitoring redemption – If possible, we would appreciate your support in tallying the number of coupons that are redeemed at your locations. We’ll check with you at the end of the summer for a count of redemptions.
- Expiration - Coupons have an expiration date of October 15, 2008.
- Program Flyer – Please find enclosed Bike Helmet Safety Program Flyers which you are welcome to display as a sign of your participation in this year’s program.

We hope to secure publicity in the community, including the following: article in *Wilmette Life*, inclusion in at least six school newsletters, and presentation to the Village Trustees with broadcast on local cable access.

If you have any questions, please feel free to contact either Vicki Hanson at the Village Hall (847-853 7608) or myself (847-636-6115 daytime).

Thanks and have a great summer!

*Sample Flyer to participating
merchants*

HAVE FUN ♦ WEAR YOUR HELMET

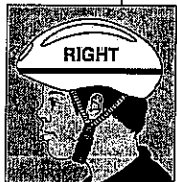


Participating Merchant
Wilmette 2008
Bike Helmet Safety Program



**...Encouraging Wilmette's
youth to have a safe
summer and wear bike
safety helmets...**

A Program of the Wilmette Youth
Commission and Police Department



HAVE FUN ♦ WEAR YOUR HELMET

